

# Creativity REsearch Adaptive roadMap

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Project presentation

Lampros Stegioulas

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# CRe-AM Consortium



Brunel University (BRUN) - Coordinator

Menon Network (MENON)

Black Cube Collective (BCC)

National Center for Scientific Research “Demokritos” (NCSR)

London Metropolitan University (LMU)

Institut Mines--Telecom (IMT)

Fluxguide (FLUX)

Sigma Orionis (SIGMA)

Lattanzio Learning SPA (Lattanzio)

Liverpool Hope University (HOPE)

University of Liverpool (Uliv)

imaginary SRL (IMA)

Linkspace Management Services

Gesellschaft MBH (European Learning  
Industry Group /ELIG)



## • Aim of CRe-AM

• **Aim:** to provide a collaboration bridge between the communities of ICT and the Creative Industry, and to provide consultation and support to both ICT and creative sector stakeholders and communities via a long-term **Roadmapping service** with which they can actively engage

• The **main target users** are:  
individual creators/workers and professionals, as well as SMEs, creative groups, communities, and organizations.

# **CRe-AM Sector Groups of Creative Industry Stakeholders**

1. Art (including Crafts)
2. Design
3. Media (including digital media / gaming / e-Publishing and new media)
4. Architecture
5. Music technology

# Objectives of CRe-AM

**Outcomes of the project** will include recommendations for policy, planning, and decision making for the creative industries and convergent plans (roadmaps) for specific future initiatives.

More specifically, the **benefits from CRe-AM** will include:

1. Bridging communities and supporting knowledge exchange for effective collaboration among creativity and ICT stakeholders
2. Awareness building in the creative industries on R&D results
3. Foresight capability in the form of a Technology Observatory for creativity-related ICT innovation
4. A shareable infrastructure (platform) of strategic intelligence and roadmapping for individuals, communities or groups to identify the emerging visions and concerns of their stakeholders in relation to creativity
5. To engage communities in roadmapping and to empower them to build and maintain their own dynamic roadmaps
6. Dynamic roadmapping: continuous assessment of future visions and scenarios/ continuous knowledge creation

## Targets (early stage of project work)

- Generating Awareness: enhance project visibility within the targeted creative communities
- Networking and Community building
- Promote stakeholder engagement and participation in workshops and events
- Promote discourse and collaborative visioning among stakeholders
- Development of technical infrastructure: online space for collaborative roadmapping and foresight
- Promote stakeholder engagement and participation in online roadmapping activities





# Networking and Community Building: CRe-AM Community Building Process

## Formation of a **sector group**

1. **Assigned Sector facilitator** from Cre-AM. Also assigned **Sector Champion** from Sector Community.
2. **Mobilisation of stakeholders:** Awareness Campaign for stakeholders to (c) suggest existing events for co-hosting consultation workshops, possible locations and timings for events – per industry sector and category of Cre-AM event; and (b) extend the invitation for participation to their colleagues and networks
3. **Expansion of community via «peer-to-peer propagation»**

# Roadmapping community building



- The **initial CRe-AM Stakeholder Group** includes stakeholders that have shown early interest and commitment in CRe-AM.
  - Our aim is to achieve a **high level of participation** of the targeted creative subsector communities, as well as a **good geographical balance across the EU** and a **good coverage of the whole value chain of the creative industry** (covering aspects of the creative process, production, marketing, logistics, sales, investing, venture capital, etc.)
  - Currently: 234 committed stakeholders
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# Roadmapping is a key activity in CRe-AM

## Mapping/Roadmapping:

**CRe-AM** focuses on **Mapping** and **Roadmapping** of the use of ICT in the European creative sector

**Mapping:** state-of-the-art, emerging technologies  
(*Observatory*)

## Roadmapping from the perspectives of:

- Stakeholder groups (sector defined) – art (incl. crafts), design, media/digital media/new media, e-publishing, gaming, architecture, music technology
- Relevant ICT research and practice
- EU policy (Policy roadmapping to provide inputs to EU Policy framework and Horizon 2020)

# Cre-AM Roadmapping Methodology and Framework

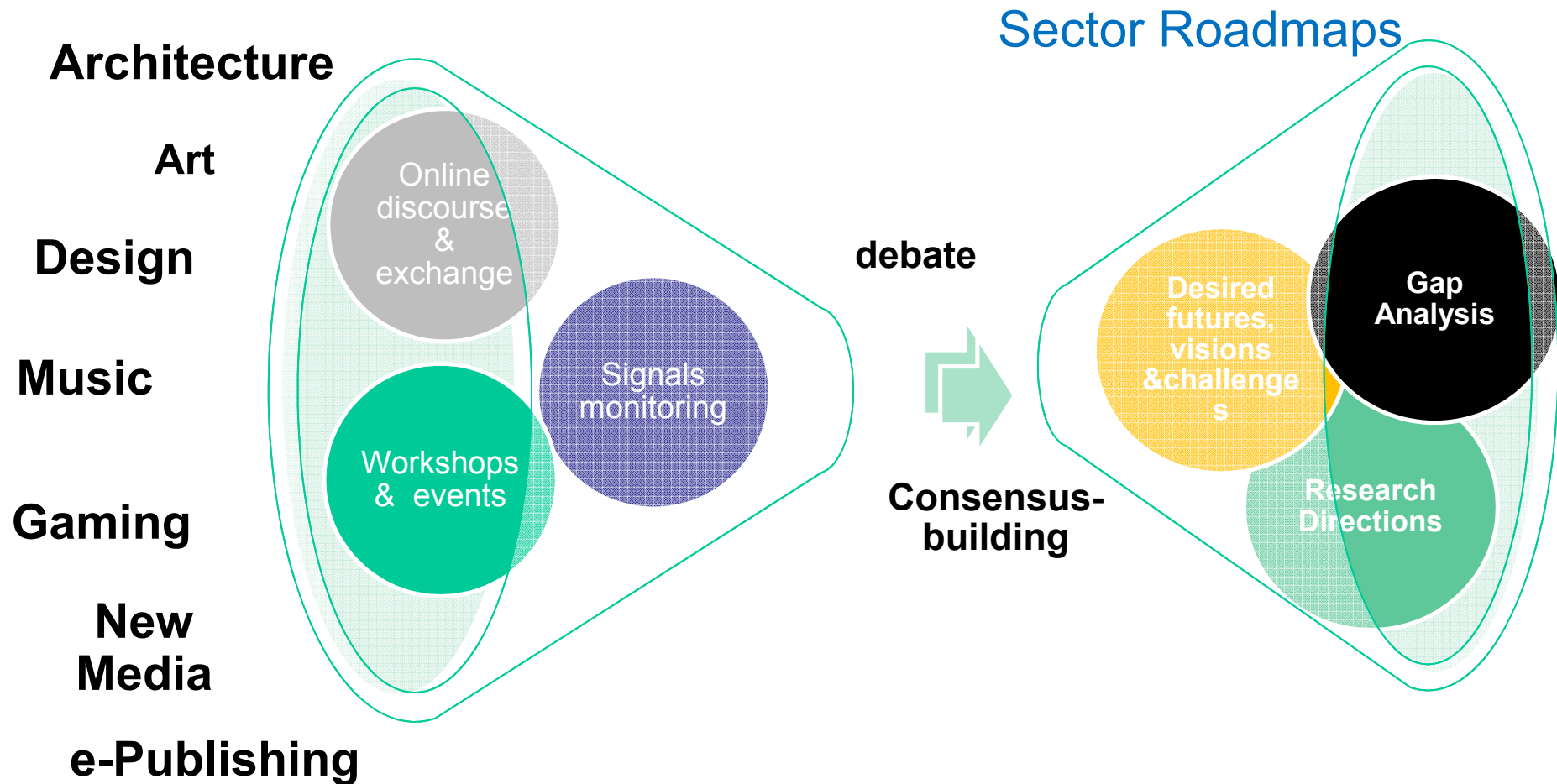
An innovative Roadmapping Methodology based on the TEL-Map framework (*European Commission, 2012*).

**Iterative/dynamic approach:** Methodology (and systems) need to be regularly updated by the stakeholder communities that will adopt them.

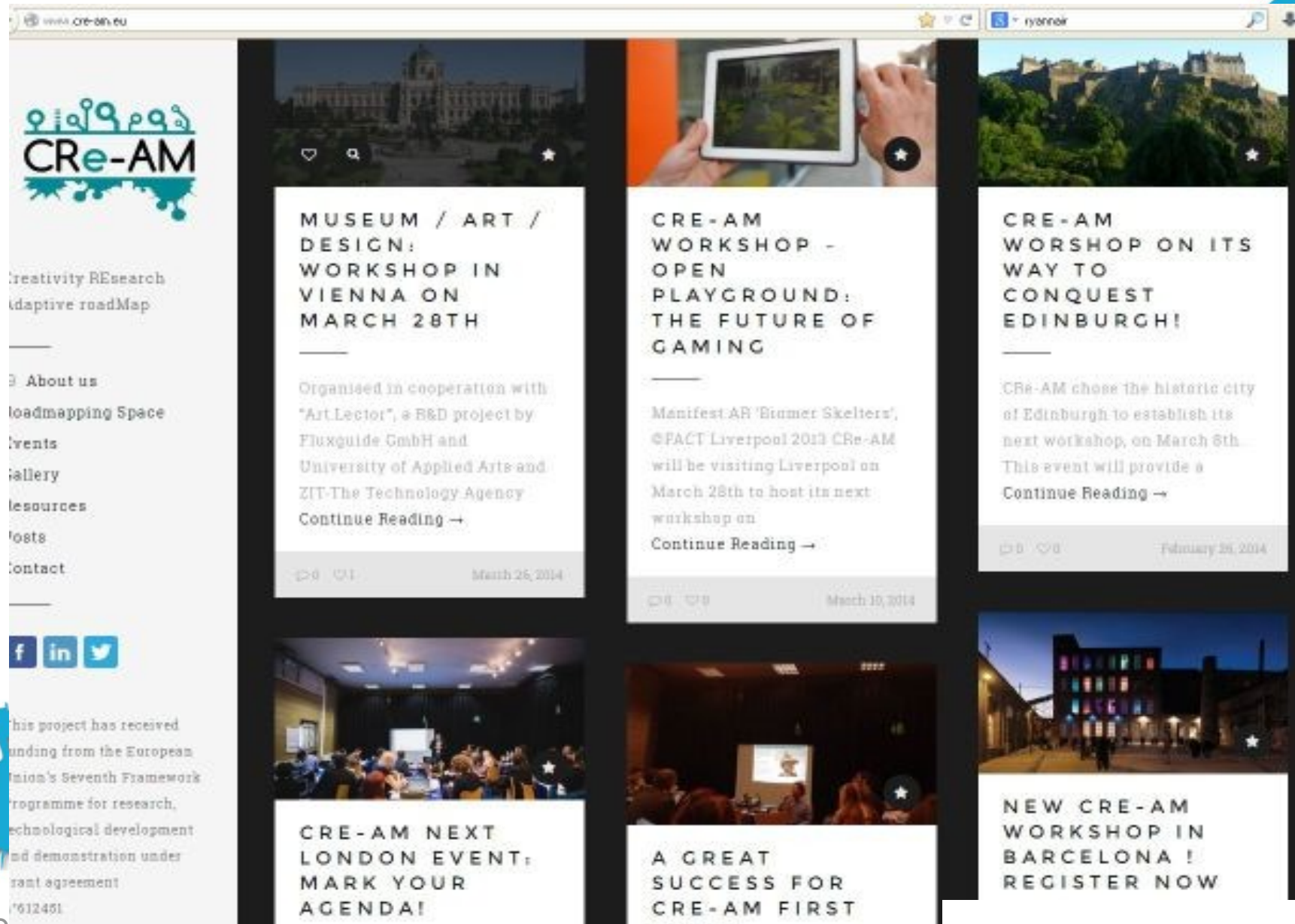
# The components of CRe-AM roadmapping



# Roadmapping: Engagement, Alignment, Dissemination and Forward-looking



# CRe-AM website





# Roadmapping platform to support Roadmapping activities

Launched : March 2014

Aims to support :

- Collaborative visioning
- Foresight
- Strategic planning

Content: public

Registered contributors

[www.cre-am.eu](http://www.cre-am.eu) / [info@cream.eu](mailto:info@cream.eu)

35

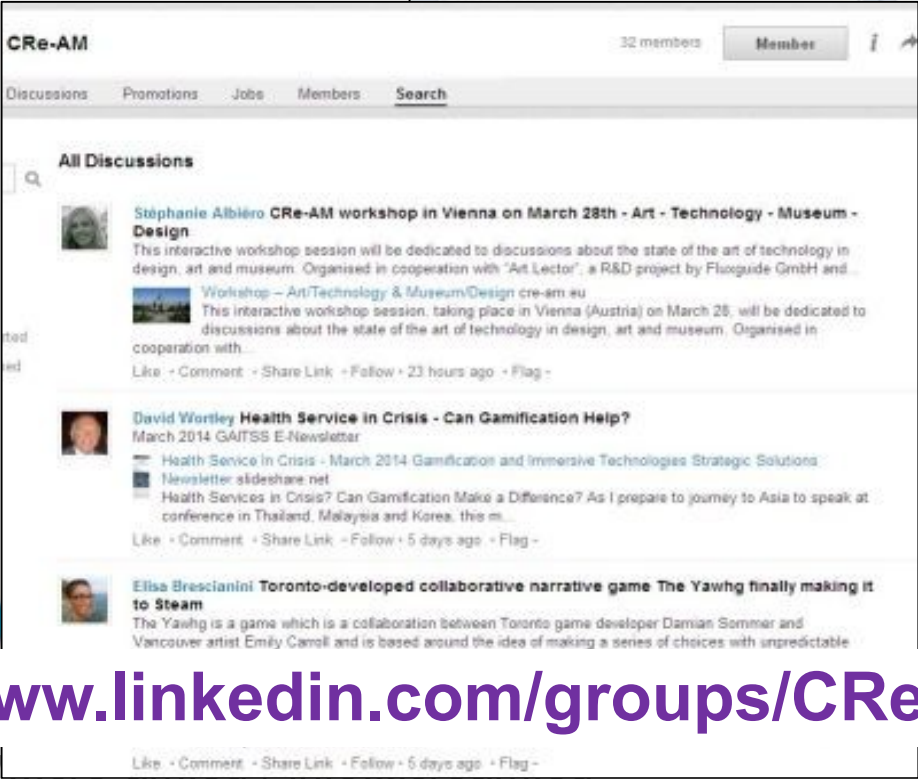




Social media



[www.facebook.com/projectCReAM](http://www.facebook.com/projectCReAM)




[www.linkedin.com/groups/CReAM-7415368](http://www.linkedin.com/groups/CReAM-7415368)




[twitter.com/CReAMfp7](https://twitter.com/CReAMfp7)

# **Collaborative** consultation across the creative industries

## **Visioning and Foresight: Visions and desired future scenarios**

 Visioning future desired scenarios that outline how technology can be used in the best case, best conceivable future for the creative community.

## **Analysis of Trends & Weak Signals**

 To outline what is going to happen in the technology domain and how it will affect the Art sector.

## **Roadmap Building**

Gap Analysis and Recommendations / Action plans

## Workshops & events – current status

- 7 local and international events targeting the creative communities organised already.
- 10 activities are planned until the end of 2014

# Workshops & events

Month	Date	Location	Specs	Sector
November	28	Edinburgh	introductory workshop at the Scottish Parliament	Art and ICT
January	19	London	In conjunction with ICT & Art Connect event in London	Art and ICT
February	18	Athens	Introductory workshop	art, design and ICT
February	20	Barcelona	In conjunction with Sigma ICT & Art Connect event and BarcelonaLab launch	
February	23	London	In conjunction with ICT & Art Connect event in London	Art and ICT
March	8	Edinburgh	workshop	Art and ICT
March	26-27	Brussels	workshop on The Future of ICT for Creativity and Creative Industries	
March	28	Wien		Art & design
March	28th	Liverpool	Hosted by FACT	games
April/May	28-2	Malta	JTEL Summer School	
May	18-21	Seattle	AAM (American Alliance of Museums) Annual Meeting & MuseumExpo	
May	23rd	Liverpool	Hosted by FACT	New media
June	23-27	Crete	FOCAS Summer School	games
June/July	tbd	Greece		Art
July	8-10th	London	EVA conference	
October	8-12th	Frankfurt	Frankfurt Book Fair	publishing
October	20th week	Rome	Pergames Conference	games

# Why participate?

- ICT stakeholders can **align their strategies**, in order to match the interests and directions of key adopters of creations/products
- Technology adopters can benefit from awareness and intelligence building using the online **Technology Observatory, getting access to sources of information on technology trends, and their potential application** in the creative industries, as well as on other relevant social, economic, environmental trends
- Access to and participation in **shared roadmapping and strategic planning, alignment** along the whole supply chain
- Stakeholders can find/access other creators/creative practitioners from the community who share their views and priorities for the future of their sector (**matchmaking** activity)
- **Networking** among ICT and creative stakeholders can lead to other **joint endeavours** (e.g. joint research and development projects)
- Vehicle to feed **requirements, visions and plans to the whole creative sector community and to policy makers** (and vice versa)



# Synergies with NEM:

## 1. Roadmapping

- Streamline our respective roadmapping work programmes (esp. focus on New Media /NEM's SRA)
- Share, coordinate and streamline our respective roadmapping methods and tools
- Connect respective 'roadmaps'/plans in terms of information flow, input/output (via shared platforms?)
- Coordinated dissemination and adoption of end results (roadmaps)
- Sustainable, dynamic roadmapping service for long-term future



# Synergies with NEM:

## 2. Networking and Community

Complementarity of respective networks:

CRe-AM: Creative industry sectors and ICT community

NEM: Media and Creative industries

- Many opportunities for joint dissemination, publicity and awareness building
- Coordination and management of network building activities

# Synergies with NEM:

## 3. Joint events

- Linking to each other's portal and resources
- Mutual promotion of each other's new and events
- Alignment of online communities
- Joint stakeholder engagement actions
- Joint validation, dissemination and public engagement activities

## Synergies with NEM:

### 4. Web Presence and Online Activities

- Linking to each other's portal and resources
- Mutual promotion of each other's new and events
- Alignment of online communities
- Roadmapping and collaborative spaces for “whole value chain” innovation ecosystems for the creative sectors

# Possible joint actions?

Initiate open discussions on

- Collaboration actions between CRe-AM and NEM
- Possible joint actions, projects or initiatives

## CRe-AM Consultation Workshops

**Follow the community online at [cre-am.eu](http://cre-am.eu)  
email us at [info@cre-am.eu](mailto:info@cre-am.eu)**

Project coordinator:  
Brunel University  
London, UK

Project manager: Dr Munir Abbasi  
Phone: +44(0)1895266044  
Email: [munir.abbasi@brunel.ac.uk](mailto:munir.abbasi@brunel.ac.uk)

Lampros Stergioulas

Phone: +44(0)1895266044  
Email: [lampros.stergioulas@brunel.ac.uk](mailto:lampros.stergioulas@brunel.ac.uk)

Tweeter: [@CReAMfp7](https://twitter.com/CReAMfp7)

# Thank you!



[www.cre-am.eu](http://www.cre-am.eu) / [info@cream.eu](mailto:info@cream.eu)